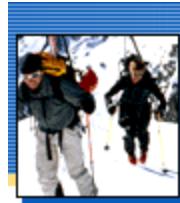


U.S. Army 2005 MWR Leisure Needs Survey



Fort Benning
Georgia

CALIBER
an ICF Consulting Company

BRIEFING OUTLINE

Fort Benning

□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

Fort Benning

MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

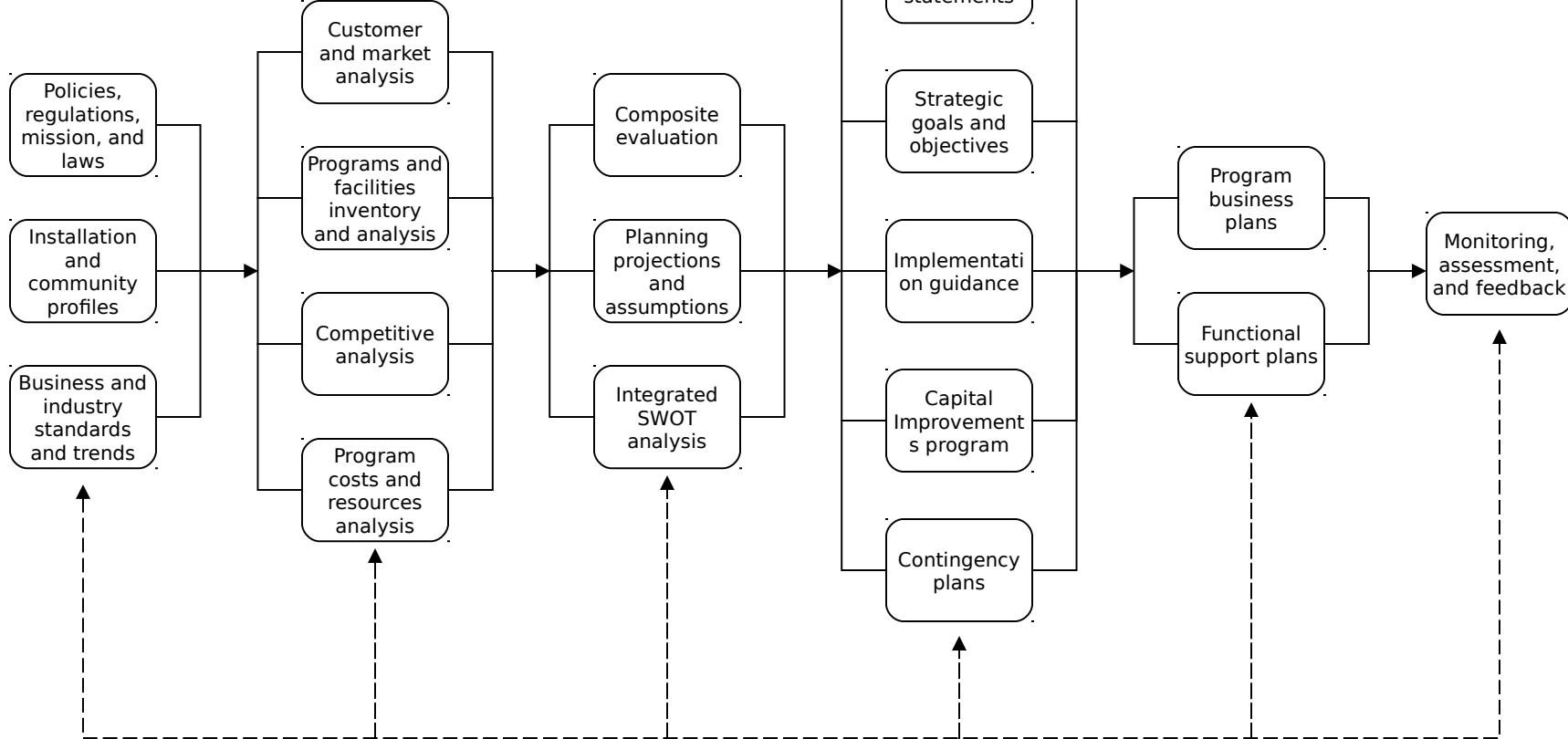
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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METHODOLOGY

Fort Benning

PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,855 surveys were distributed at Fort Benning

SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues



METHODOLOGY

Fort Benning

□ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Benning

I SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Benning:					
Active Duty	13,416	1,248	682	54.65 %	±3.66%
Spouses of Active Duty	6,159	1,489	176	11.82 %	±7.28%
Civilian Employees	7,446	940	253	26.91 %	±6.06%
Retirees	6,972	1,178	299	25.38 %	±5.54%
Total	33,993	4,855	1,410	29.04 %	±2.56%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

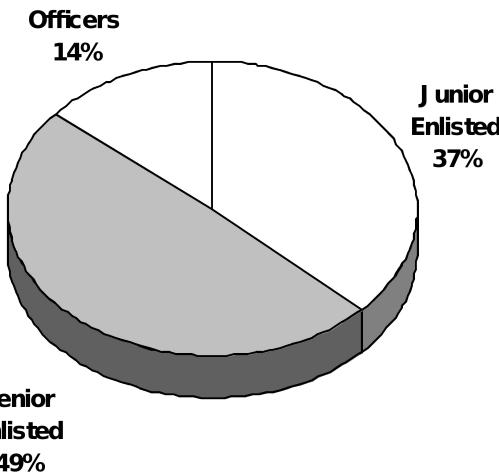
PATRON SAMPLE*

Fort Benning

RESPONDENT POPULATION SEGMENTS

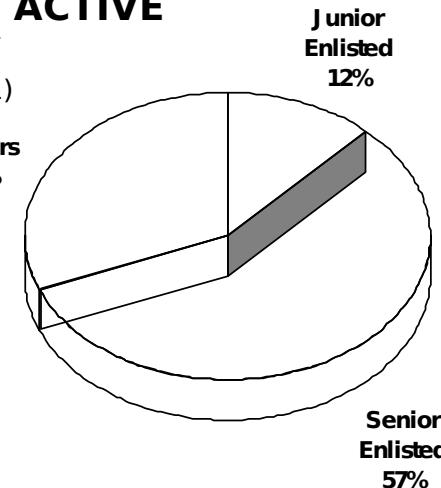
ACTIVE DUTY

(n = 653)



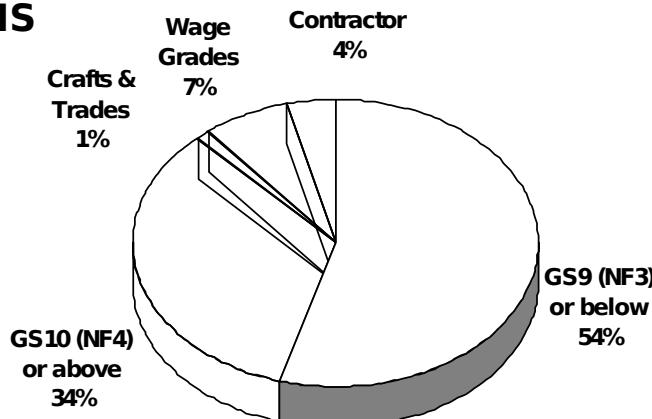
SPOUSES OF ACTIVE DUTY

(n = 151)



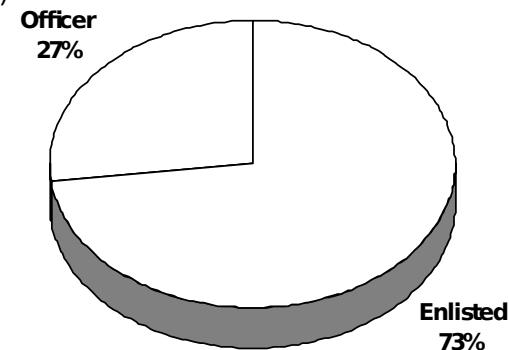
CIVILIANS

(n = 245)



RETIREES

(n = 209)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Benning

□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT BENNING

Fort Benning

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	40%
Car Wash	30%
Bowling Food & Beverage	28%
Automotive Skills	24%
Library	24%

LEAST FREQUENTLY USED FACILITIES

BOSS	4%
School Age Services	5%
Marinas	6%
Bowling Pro Shop	6%
Child Development Center	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT BENNING*

Fort Benning

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Automotive Skills	4.27
Cabins & Campgrounds	4.25
Bowling Center	4.22
Fitness Center/Gymnasium	4.20
Bowling Food & Beverage	4.18

FACILITIES WITH LOWEST SATISFACTION RATINGS*

School Age Services	3.65
BOSS	3.70
Youth Center	3.71
Multipurpose Sports/Tennis Courts	3.72
Army Lodging	3.73

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT BENNING*

Fort Benning

FACILITIES WITH HIGHEST QUALITY RATINGS*

Automotive Skills	4.14
Cabins & Campgrounds	4.08
Bowling Center	4.03
Library	3.96
Fitness Center/Gymnasium	3.95

FACILITIES WITH LOWEST QUALITY RATINGS*

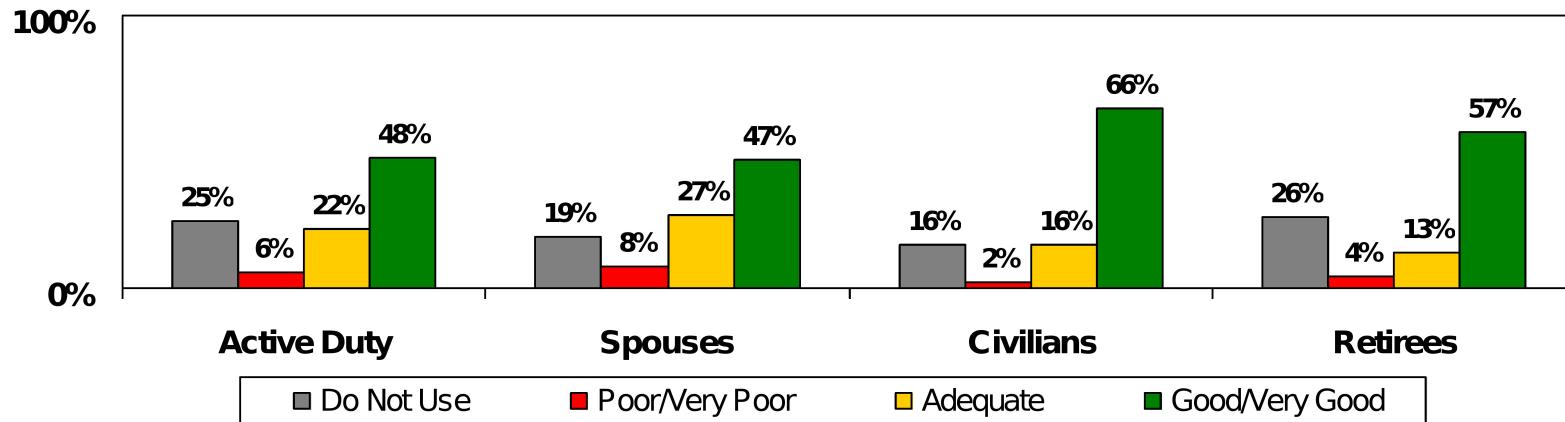
BOSS	3.45
Car Wash	3.52
School Age Services	3.54
Multipurpose Sports/Tennis Courts	3.56
Recreation/Community Activity Ctr.	
	3.64

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

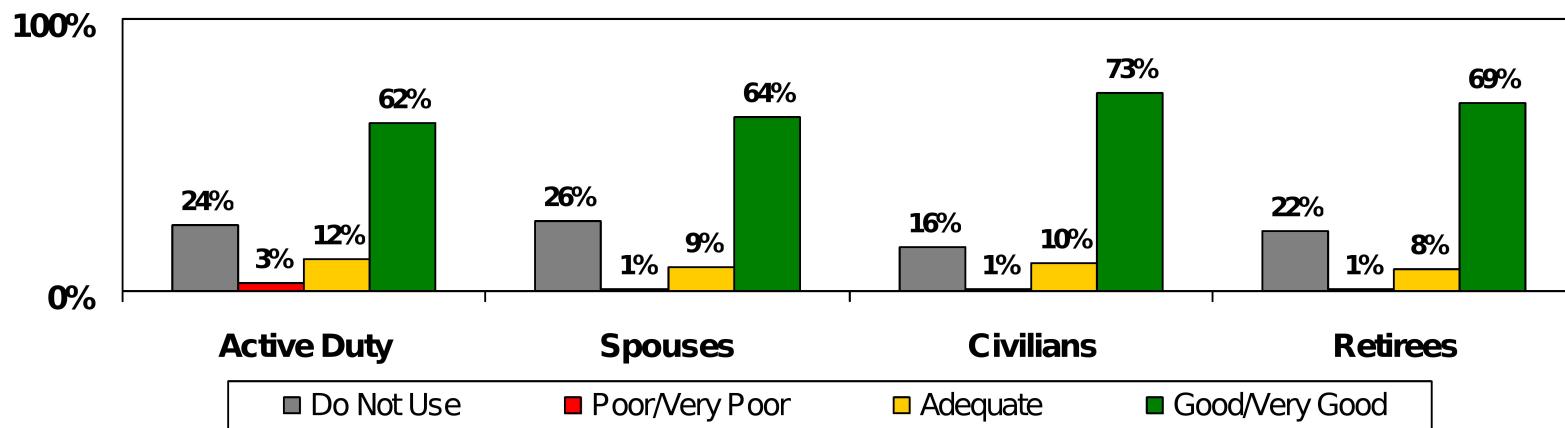
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Benning

Quality of On-Post Services



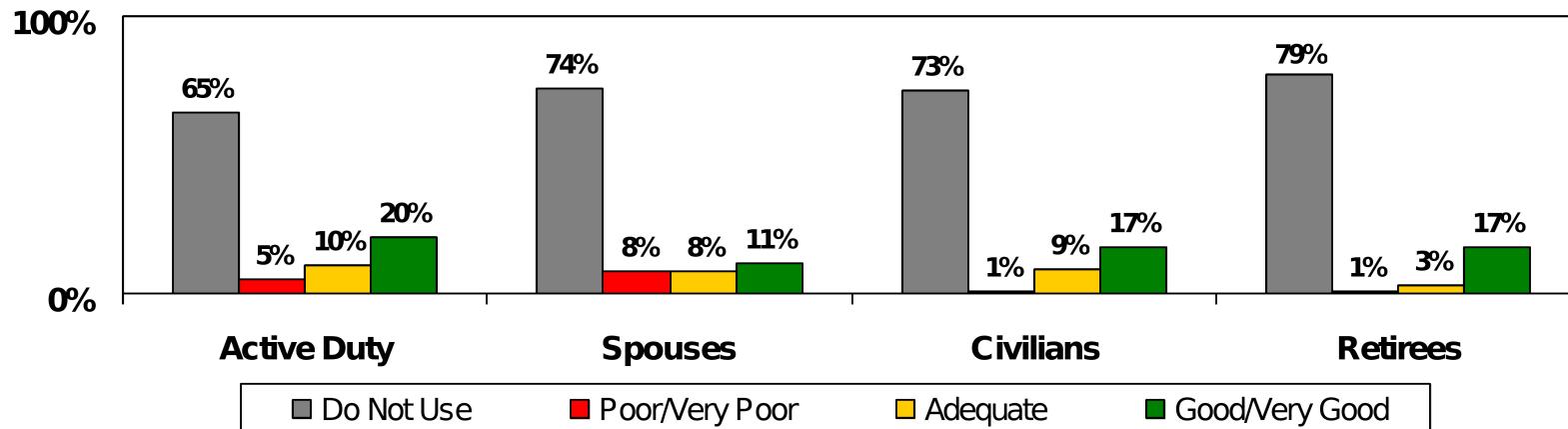
Quality of Off-Post Services



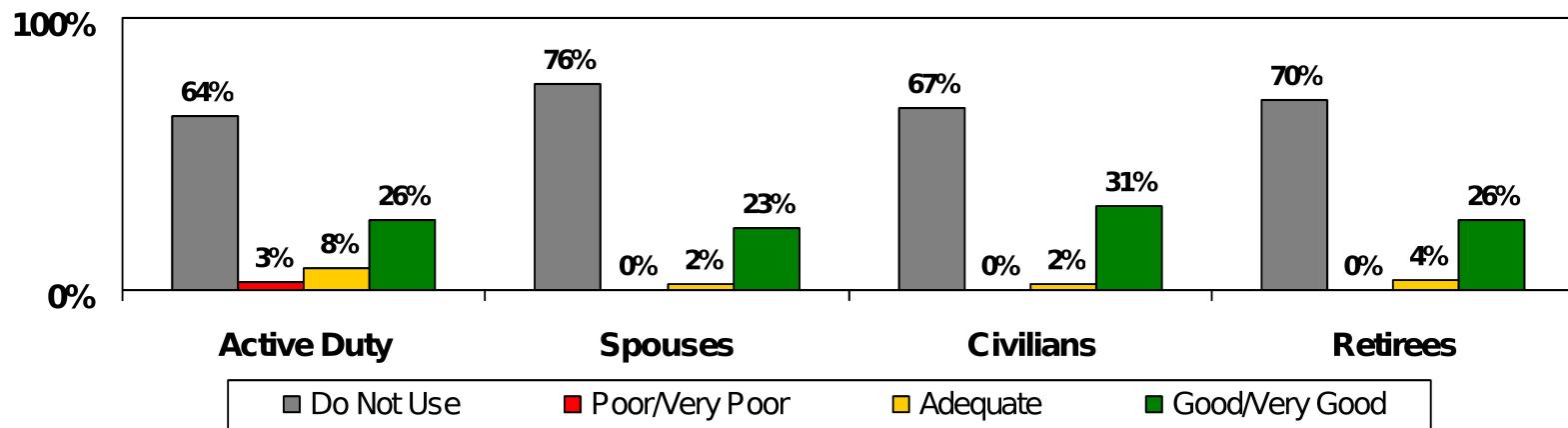
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Benning

Quality of On-Post Services



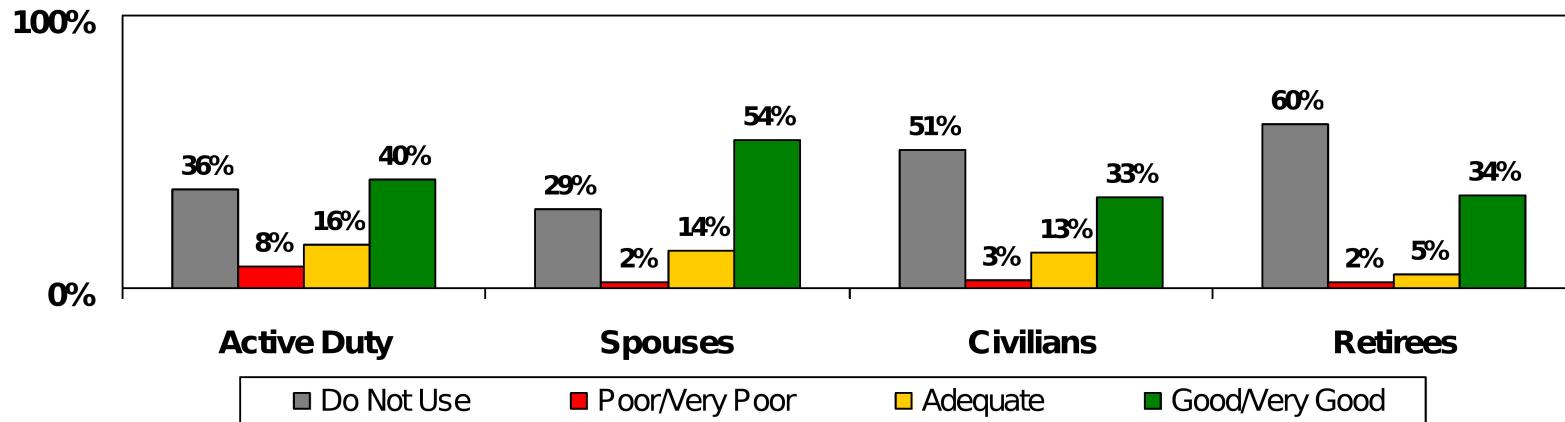
Quality of Off-Post Services



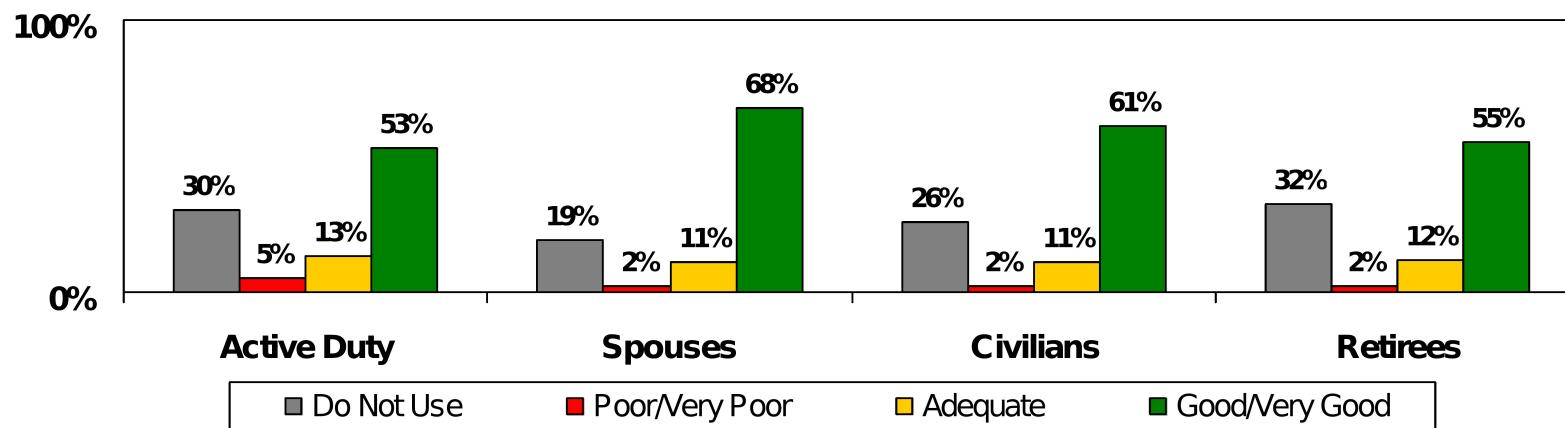
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Benning

Quality of On-Post Services

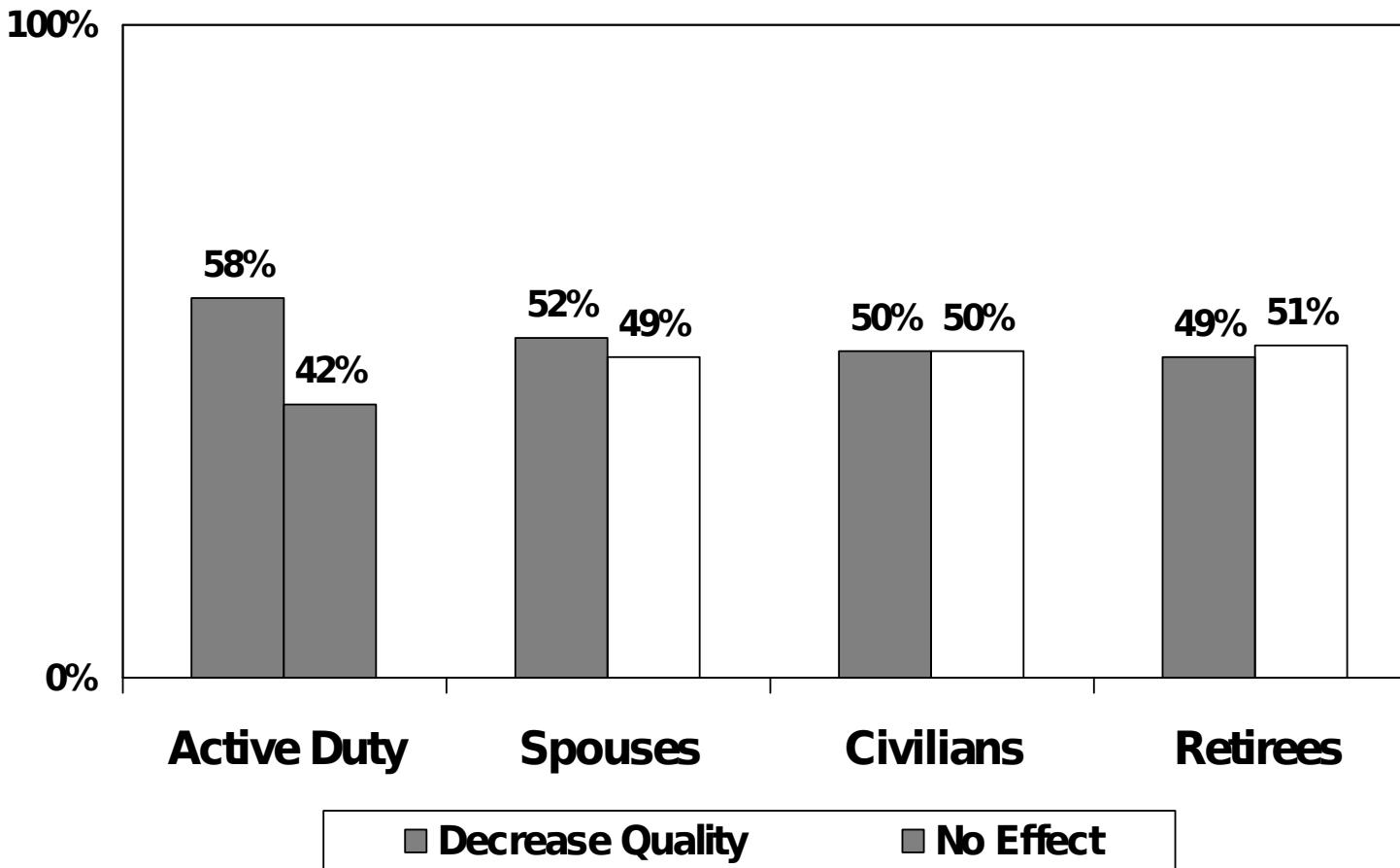


Quality of Off-Post Services



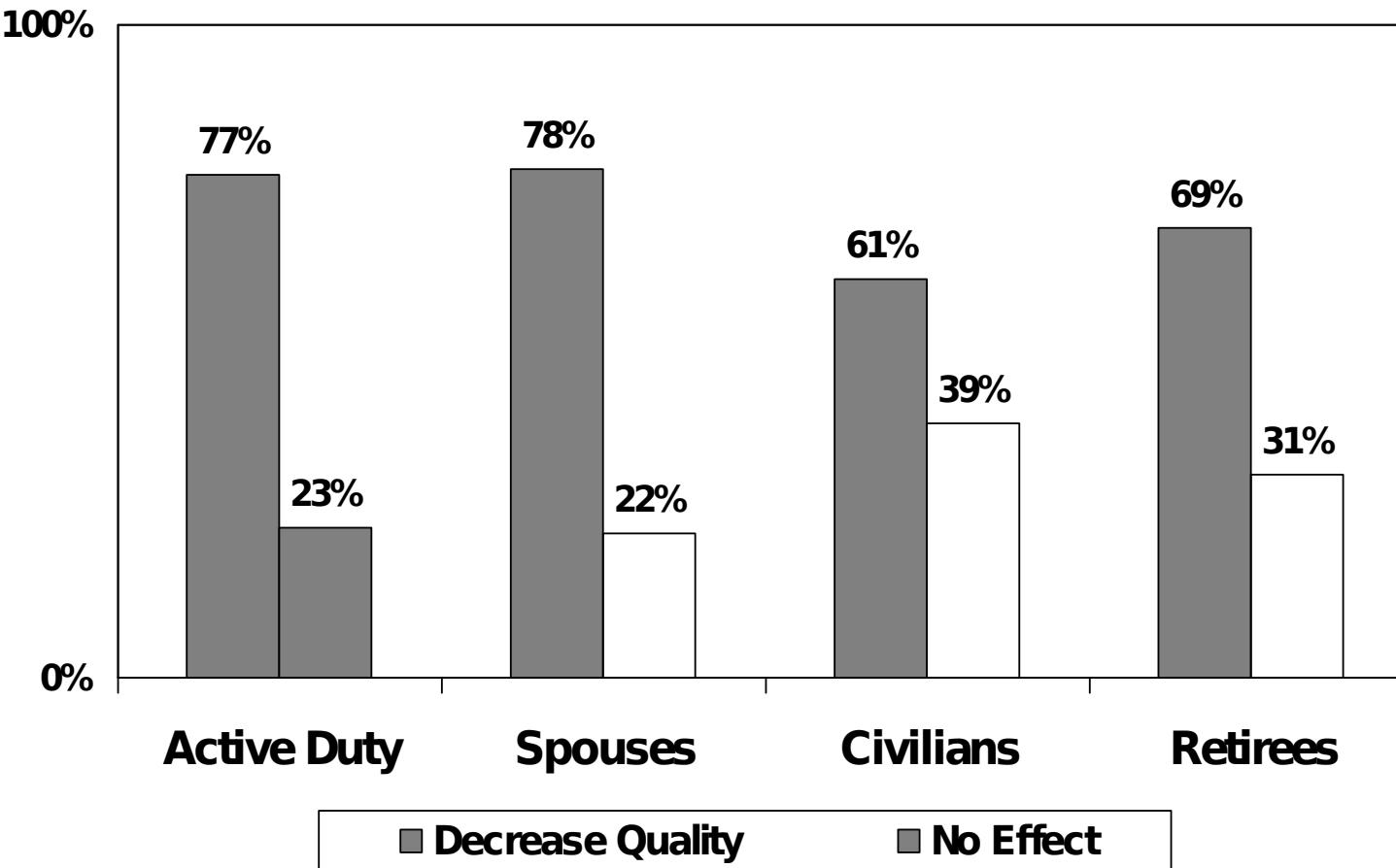
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Benning



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Benning



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Benning

Top 7 Activities/Programs

Army Lodging	74%
Fitness Center/Gymnasium	69%
Library	59%
Child Development Center	53%
Youth Center	52%
Automotive Skills	45%
Swimming Pool	42%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	63%
Bowling Pro Shop	55%
Golf Course Pro Shop	55%
Arts & crafts Center	53%
Golf Course Food & Beverage	45%
Clubs	44%
Tennis Courts/Multi-Purpose Sports Cts.	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Benning

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	14%	14%	17%	8%	13%
E-mail	19%	15%	40%	9%	21%
Friends and neighbors	23%	39%	24%	34%	28%
Family Readiness Groups (FRGs)	11%	33%	3%	3%	12%
Bulletin boards on post	32%	27%	39%	31%	33%
Post newspaper	35%	52%	50%	54%	45%
MWR publications	25%	38%	46%	38%	35%
Radio	6%	8%	7%	14%	8%
Television	3%	11%	6%	19%	8%
My child(ren) let(s) me know	2%	7%	2%	2%	3%
Other unit members or co-workers	27%	12%	26%	11%	21%
Unit or post commander or supervisor	21%	7%	9%	3%	12%
Marquees/billboards	17%	28%	35%	18%	23%
Flyers	28%	28%	44%	25%	31%
Other	8%	13%	6%	10%	9%
I never hear anything	15%	7%	4%	12%	11%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Benning

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	77%	86%
Better Opportunities for Single Soldiers	52%	N/A
Army Community Service	53%	58%
MWR Programs and Services	75%	80%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Benning

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	59%	77%	23%
Outreach programs	51%	63%	37%
Family Readiness Groups	69%	71%	29%
Relocation Readiness Program	63%	79%	21%
Family Advocacy Program	63%	71%	29%
Crisis intervention	57%	66%	34%
Money management classes, budgeting assistance	64%	73%	27%
Financial counseling, including tax assistance	67%	75%	25%
Consumer information	46%	60%	40%
Employment Readiness Program	54%	60%	40%
Foster child care	39%	58%	42%
Exceptional Family Member Program	62%	68%	32%
Army Family Team Building	54%	68%	32%
Army Family Action Plan	48%	65%	35%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Benning

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	55%	98%	3%
Outreach programs	49%	87%	13%
Family Readiness Groups	82%	97%	3%
Relocation Readiness Program	72%	95%	5%
Family Advocacy Program	66%	84%	16%
Crisis intervention	45%	88%	13%
Money management classes, budgeting assistance	61%	73%	27%
Financial counseling, including tax assistance	65%	83%	17%
Consumer information	28%	79%	21%
Employment Readiness Program	62%	78%	23%
Foster child care	19%	100%	0%
Exceptional Family Member Program	65%	79%	21%
Army Family Team Building	58%	86%	14%
Army Family Action Plan	38%	83%	17%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Benning

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	48%	35%
Personal job performance/readiness	49%	40%
Unit cohesion and teamwork	46%	48%
Unit readiness	49%	56%
Relationship with my spouse	45%	37%
Relationship with my children	45%	31%
My family's adjustment to Army life	47%	52%
Family preparedness for deployments	49%	68%
Ability to manage my finances	45%	29%
Feeling that I am part of the military community	45%	52%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Benning

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	78%	87%
Helps minimize lost duty/work time due to lack of child care/youth services	80%	87%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	63%
Allows me to work outside my home	68%	77%
Allows me to work at home	56%	61%
Offers me an employment opportunity within the CYS program	51%	39%
Allows me/my spouse to better concentrate on my/our job(s)	71%	76%
Provides positive growth and development opportunities for my children	75%	73%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Benning

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	48%
Personal job performance/readiness	47%
Unit cohesion and teamwork	50%
Unit readiness	45%
Ability to manage my finances	44%
Feeling that I am part of the military community	46%
Relationship with my children (single parents)	46%
My family's adjustment to Army life (single parents)	51%
Family preparedness for deployments (single parents)	46%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Benning

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	59%
Going to movie theaters	49%
Entertaining guests at home	46%
Internet access/applications (home)	43%
Walking	35%
Special family events	34%
Cardiovascular equipment	32%
Running/jogging	31%
Going to beaches/lakes	30%
Weight/strength training	29%

Top 5 for Spouses of Active Duty

Entertaining guests at home	69%
Watching TV, videotapes, and DVDs	67%
Internet access/applications (home)	65%
Going to movie theaters	64%
Special family events	56%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	64%
Internet access/applications (home)	44%
Walking	43%
Entertaining guests at home	43%
Special family events	42%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	52%
Going to movie theaters	48%
Running/jogging	41%
Entertaining guests at home	39%
Weight/strength training	37%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	64%
Walking	46%
Going to movie theaters	42%
Entertaining guests at home	40%
Internet access/applications (home)	40%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Benning

Team Sports	
Basketball	10%
Softball	8%
Touch/flag football	8%
Soccer	7%
Volleyball	5%

Sports and Fitness	
Walking	35%
Cardiovascular equipment	32%
Running/jogging	31%
Weight/strength training	29%
Bowling	23%

Outdoor Recreation	
Going to beaches/lakes	30%
Fishing	22%
Picnicking	16%
Camping/hiking/backpacking	15%
Bicycle riding/mountain biking	14%

Entertainment	
Watching TV, videotapes, and DVDs	59%
Going to movie theaters	49%
Attending sports events	26%
Festivals/events	24%
Live entertainment	24%

Social	
Entertaining guests at home	46%
Special family events	34%
Night clubs/lounges	22%
Dancing	22%
Happy hour/social hour	18%

Special Interests	
Internet access/applications (home)	43%
Automotive detailing/washing	27%
Automotive maintenance & repair	26%
Gardening	25%
Computer games	20%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Benning

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Running/jogging	23%	8%	31%
Internet access (library)	22%	N/A	22%
Cardiovascular equipment	22%	10%	32%
Reading	21%	N/A	21%
Weight/strength training	21%	8%	29%
Watching TV, videotapes, and DVDs	17%	42%	59%
Reference/research services	16%	N/A	16%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

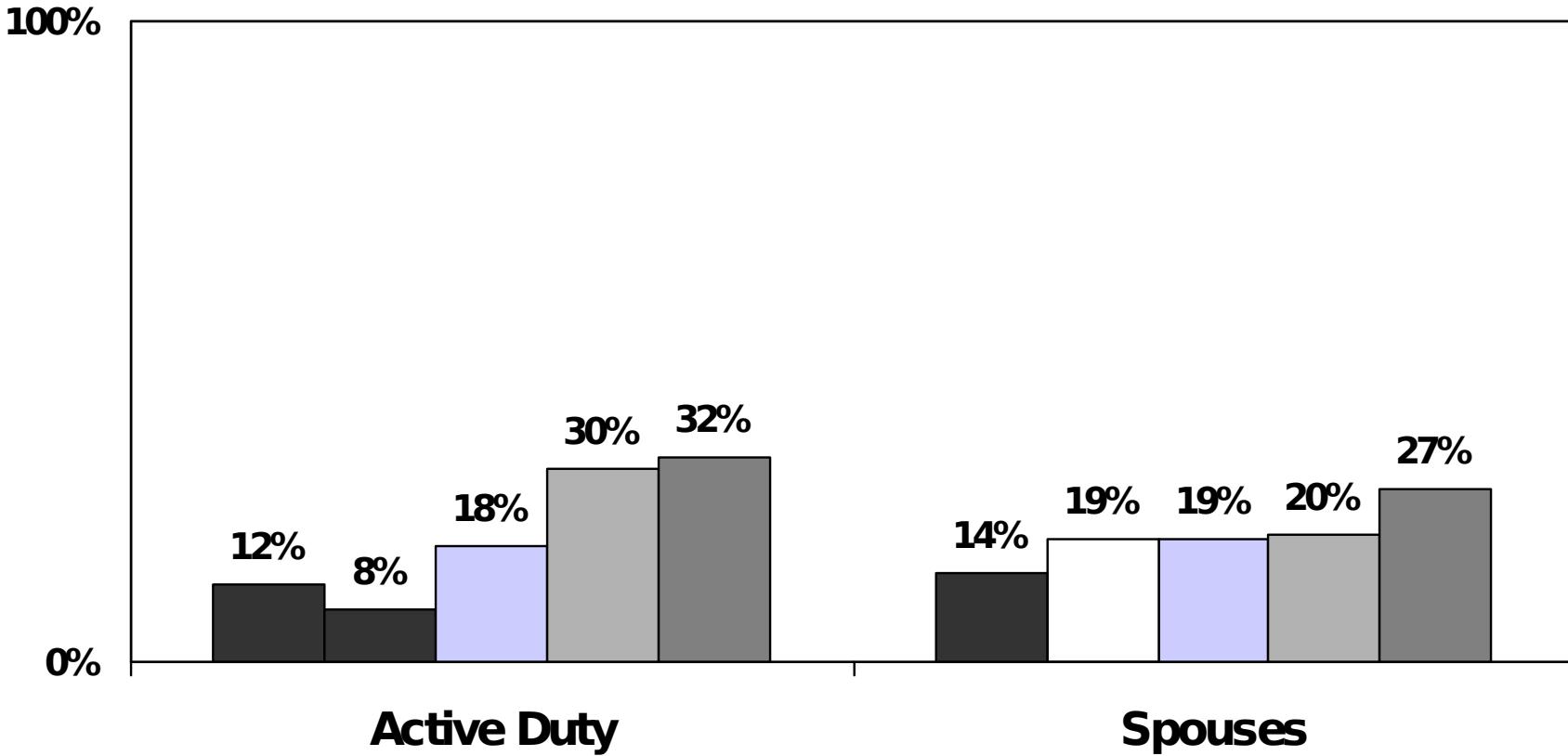
Fort Benning

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	3%	36%	43%
Automotive detailing/washing	7%	6%	14%	27%
Automotive maintenance & repair	11%	8%	7%	26%
Gardening	1%	1%	22%	25%
Computer games	1%	2%	16%	20%
Digital photography	1%	4%	13%	19%
Trips/touring	1%	13%	0%	14%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Benning

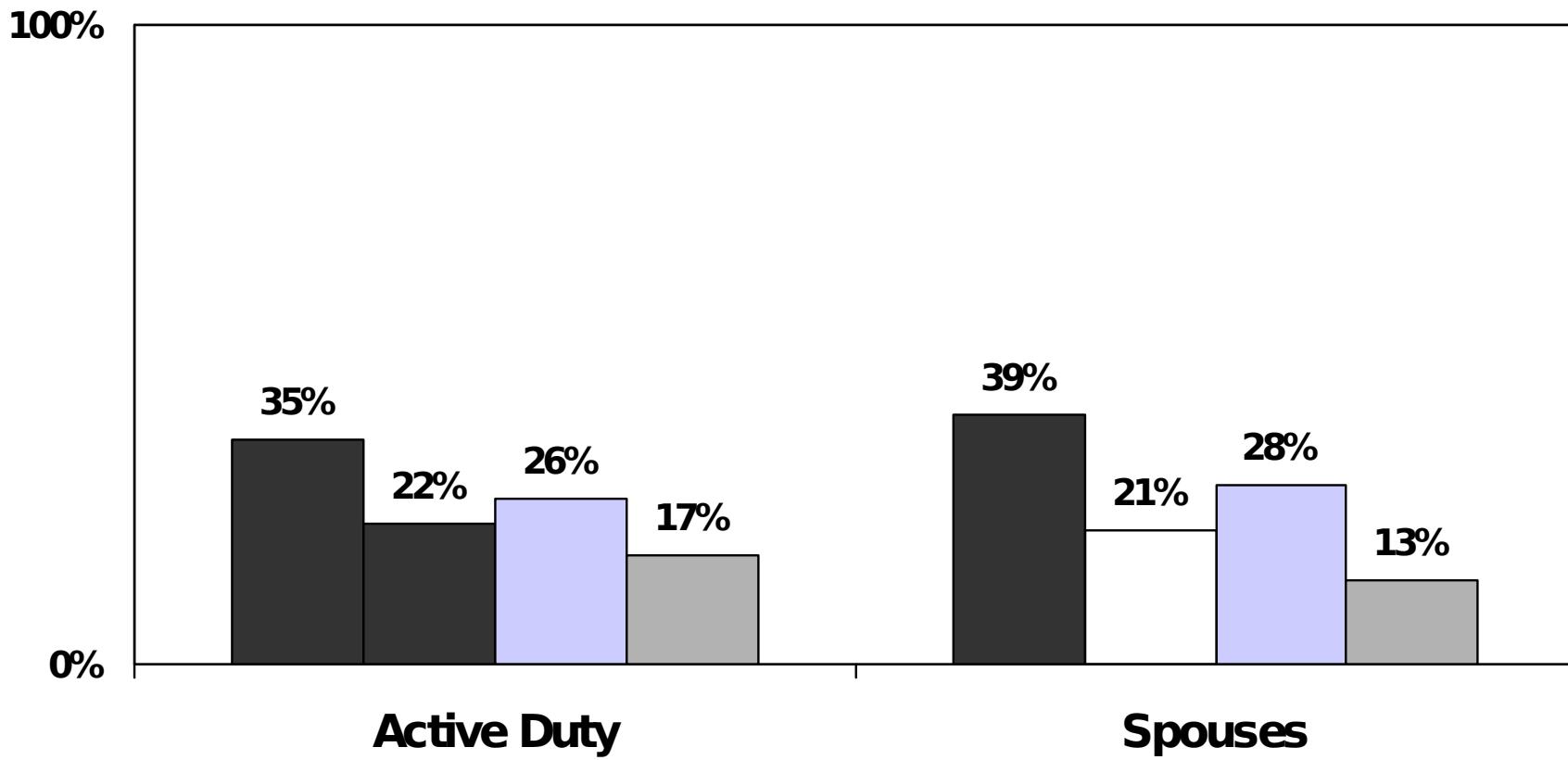


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

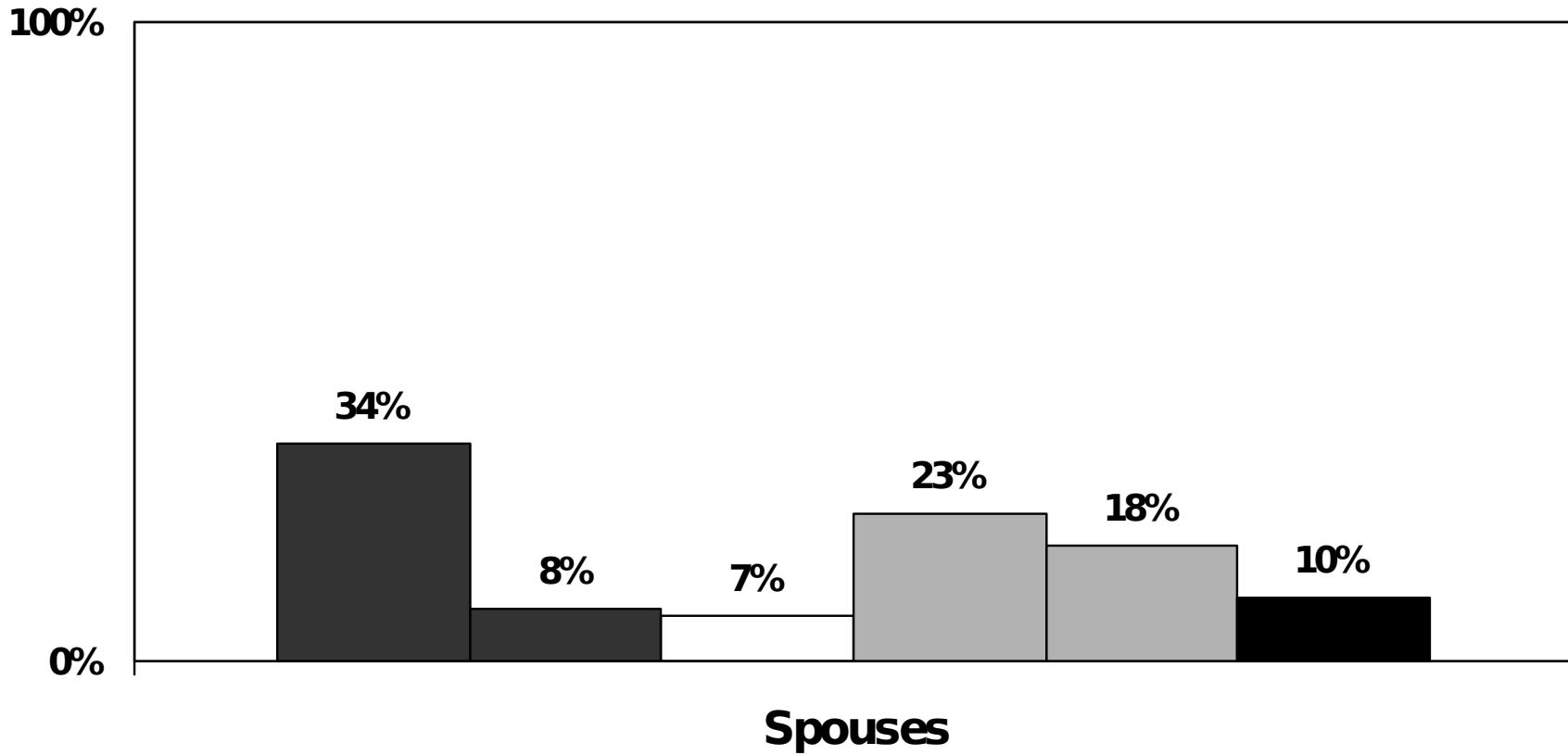
Fort Benning



■ Did Not Use ■ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Benning



■ Did Not Use ■ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Benning

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	16%
Probably will not make military a career	9%
Undecided	21%
Probably will make military a career	15%
Definitely will make military a career	39%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	12%
Not Sure	19%
Yes	69%

NEXT STEPS

Fort Benning

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)